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# INSPIRATION

*Filmack's Messenger of Good Cheer*

VOLUME 9

JANUARY, 1948

NUMBER 1



Holiday Trailers  
•  
March of Dimes  
•  
New Year Stunts  
•  
Cartoon Shows  
•  
Headers and Trailerettes  
**ALL IN THIS ISSUE**



# Start The New Year With Sparkling Filmack



## DATE STRIPS



THIS NEW ARTISTIC BACKGROUND  
COMES ON FILMACK DATE STRIPS

ORDER BY NUMBER FROM THIS LIST

- |   |  |  |  |
|---|--|--|--|
| (1) MONDAY                              | (33) SAT. PREVUE, SUN.<br>MAT. & MON. NIGHT  | (61) NEXT MON. & TUES.<br>(Or Any Day You Specify) | (95) A FEW SCENES FROM<br>OUR NEXT<br>ATTRactions  |
| (2) MONDAY, TUESDAY                     | (34) MIDNITE SHOW SAT.   | (62) ENTIRE WEEK START-<br>ING FRI.                | (96) ALSO THE CO-<br>FEATURE   |
| (3) MON., TUES., WED.                   | (35) SAT. MIDNIGHT, SUN.,<br>MON.  | (Or Any Day You Specify)                           | (97) FEATURE #1  |
| (4) MON., TUES., WED.,<br>THURS.        | (36) SATURDAY MIDNIGHT   | (63) ALSO  | (98) FEATURE #2  |
| (5) MON. MATINEE AND<br>NIGHT           | (37) SAT. MATINEE AND<br>EVENING   | (64) AND   | (99) COMING<br>ATTRactions   |
| (6) TUESDAY                             | (38) SAT. MIDNIGHT & SUN.  | (65) COMING  | (100) DOUBLE FEATURE   |
| (7) TUESDAY, WED.                       | (39) SAT. LATE SHOW  | (66) COMING SOON                                   | (101) DOUBLE FEATURE<br>PROGRAM  |
| (8) TUES., WED., THURS.                 | (40) SAT., SUN., MON.,<br>TUES., WEDNESDAY   | (67) COMING SOON,<br>WATCH FOR DATES               | (102) STARTING   |
| (9) TUES. MATINEE AND<br>NIGHT          | (41) SAT. MIDNIGHT, SUN.,<br>MON., TUES.   | (68) THIS THEATRE IS<br>HOME-OWNED AND<br>OPERATED | (103) WATCH FOR DATE   |
| (10) TUES., WED., THURS.,<br>FRI.       | (42) SAT., SUN. & MAT. SUN.  | (69) WATCH FOR                                     |  |
|   | (43) SATURDAY, MONDAY  | (70) NEXT WEEK                                     |  |
| (12) WEDNESDAY., THURS.                 | (44) SUNDAY  | (71) COMING NEXT WEEK                              | <b>THESE TRAILERS<br/>RUN 15 FEET —<br/>\$1.50 EACH. ADDI-<br/>TIONAL FOOTAGE<br/>AT 10c A FOOT.</b>   |
| (13) WED., THURS., FRI.                 | (45) SUNDAY, MONDAY  | (72) FIRST SHOWING AT<br>POPULAR PRICES            |  |
| (14) WED., THURS., FRI.,<br>SAT.        | (46) SUN., MON., TUES.   | (73) TOMORROW                                      | (104) A FEW SCENES<br>FROM OUR PICTURE START-<br>ING SUNDAY<br>(Or Any Day You Specify)                |
| (15) THURSDAY                           | (47) SUNDAY ONLY   | (74) MATINEE                                       |  |
| (16) THURSDAY, FRIDAY                   | (48) SUNDAY MIDNIGHT   | (75) MATINEE AND NIGHT                             | (105) COMING FOR 3 DAYS<br>STARTING SUNDAY<br>(Or Any Days You Specify)                                |
| (17) THURS., FRI., SAT.                 | (49) SUN. MAT. & NIGHT   | (76) MIDNIGHT SHOW<br>11:30                        |  |
| (18) TWO DAYS ONLY,<br>THURS. & FRIDAY  | (50) SUN. MATINEE ONLY   | (77) TONIGHT                                       |  |
| (19) THURS. MATINEE AND<br>NIGHT        | (51) SUN., MON., TUES.,<br>WED., THURSDAY  | (78) ON THE SAME<br>PROGRAM                        |  |
| (20) FRIDAY                             | (52) SUNDAY, MON., TUES.,<br>WEDNESDAY   | (79) ON THE SCREEN                                 |  |
| (21) FRIDAY, SATURDAY                   | (53) SUNDAY ONE DAY<br>ONLY  | (80) ON THE STAGE                                  |  |
| (22) FRI., SAT., SUN.                   | (54) SUNDAY NIGHT ONLY   | (81) SPECIAL ADDED<br>ATTRaction                   |  |
| (23) FRI., SAT., MON., TUES.            | (55) STARTING SUNDAY<br>(Or Any Day You Specify)                                       | (82) SPECIAL PROGRAM                               |  |
| (24) FRI., SAT., SUN., MON.             |  | (83) HELD OVER BY<br>POPULAR DEMAND                |  |
| (25) FRIDAY MATINEE AND<br>NIGHT        | (56) REMEMBER IT STARTS<br>SUNDAY<br>(Or Any Day You Specify)                          | (84) ONE DAY ONLY                                  |  |
| (26) FRI., SAT., SUN., MON.,<br>TUESDAY | (57) REMEMBER IT STARTS<br>TOMORROW<br>(Or Any Day You Specify)                        | (85) AND ON THE SCREEN                             |  |
| (27) SATURDAY                           | (58) BEGINNING NEXT SUN.<br>(Or Any Day You Specify)                                   | (87) HERE IS OUR SECOND<br>BIG FEATURE             |  |
| (28) SATURDAY, SUNDAY                   | (59) BEGINNING SUNDAY<br>(Or Any Day You Specify)                                      | (88) PREVUE OF COMING<br>ATTRactions               |  |
| (29) SAT., SUN., MONDAY                 | (60) REMEMBER . . . BOTH<br>THESE FEATURES<br>START SUNDAY<br>(Or Any Day You Specify) | (89) ALSO SELECTED<br>SHORT SUBJECTS               |  |
| (30) SAT., SUN., MON.,<br>TUES.         |  | (90) FEATURE PICTURE #1                            |  |
| (31) SATURDAY ONE DAY<br>ONLY           |  | (91) FEATURE PICTURE #2                            |  |
| (32) SAT. MATINEE & EVE-<br>NING        |  | (92) ALSO COMPANION<br>HIT                         |  |
|   |  | (93) HIT #1  |  |
|   |  | (94) HIT #2  |  |
|   |  |  | (106) A GLIMPSE INTO THE<br>HIGHLIGHTS OF OUR PRO-<br>GRAM STARTING FRIDAY<br>(Or Any Day You Specify) |
|   |  |  | (107) A MINIATURE PRE-<br>VIEW OF OUR PROGRAM<br>STARTING FRIDAY<br>(Or Any Day You Specify)           |
|   |  |  | (108) REMEMBER — IT<br>STARTS SUNDAY FOR 3<br>DAYS<br>(Or Any Day You Specify)                         |

**\$1.00**  
each

**FINEST MUSIC AND ANIMATION!**

If the Date Strips you want aren't listed, we'll make them for you.



# INSPIRATION

Published by Filmack Trailer Co. as Special Service to Customers

WE HAVE A SPECIAL STAFF TO  
TAKE YOUR PHONE ORDERS



JUST CALL HARRISON 3395  
AND ASK FOR COPY TAKER

VOLUME 9

JANUARY, 1948

NUMBER 1

## *Christmas As Usual!*

Regardless of what regulations the higher courts may impose on the Motion Picture Industry . . .

Regardless of whether local taxes will be added to the already tax-burdened admission prices . . .

Regardless of Today's many vexing problems and worries — Christmas will be celebrated this year as usual by the entertainment world . . . which is as it should be!

We can't help reflecting that Ol' Year 1947 certainly slipped quickly down the bannister on the stairway of Time . . . and he got many splinters in his spine, you might say.

Another New Year is already on top of us. What it has in store for us in show business, only the Good Lord knows . . . and he won't tell . . . which may be a good thing!

But there's one thing all of us can do. For the New Year we can hold the ol' chin high and face the future without fear . . . with the hope in our hearts that the coming of another Christmas will find all the present problems wiped out of the lives of our many friends in the entertainment business.

All through the year our editorials concern trailers. This time we're side-stepping that subject to say to you, simply and sincerely, that we hope you'll have a happy Holiday Season . . . and that you and yours will always be high in Dame Fortune's favor.



*Irving Mack*

. . . who is joined by his  
entire staff in wishing  
you a Merry Christmas  
and a Happy New Year.



## *Courage*

Sometimes we wonder why it is that others pass us by. There are fellows you knew when you were a boy, who have become top-notchers in their business and professions, leaving you way behind.

What mysterious power did they possess? They weren't particularly brilliant, were they? No, come to think of it, the reason they succeeded was because they had COURAGE!

When there was a hard job offered, they tackled it. Did you back up and say, "Oh, I can't do it . . . I've never done that kind of a task before" . . . and you stayed at home?

The other fellow had courage enough to go and apply . . . and he got the big job. He had courage enough to stick to it.

When you tried to sell a hard-boiled newspaper editor a bill of goods and he turned you down, you were afraid to go back there again—and you didn't. The other fellow called again and again . . . and he sold him!

You thought you had a plan to save your theatre some money, but you were afraid you'd be laughed at, so you gave the idea to a fool—the other fellow—and he went in to the boss, and now he's district manager.

COURAGE! That's all it is. You had a song in your heart, but you wouldn't sing because nobody else was singing and the sky was dark.

Lack of COURAGE is the only alibi we can give!





**Get An EXTRA DIME  
From Every Patron  
By Trailerizing Your  
POPCORN  
and CANDY**

Do you need a bit of REFRESHMENT?  
Visit our CANDY AND POPCORN Counter in the lobby. You'll find the finest assortment of Fresh Bar-candy in town!  
(1-2 \$2.85)

Many of the delicious boxes of POPCORN now on sale in our lobby . . . contain FREE PASSES to this Theatre.  
Buy a box of Popcorn today . . . It's fresh, healthful, and may bring you luck!  
(1-3 \$3.50)

Delicious French Fried POPCORN now on sale in the lobby! Each grain is highly seasoned . . . it's Crunchy, Crisp and Tasty!  
Get a 10c box of POPCORN and add to your further enjoyment of the show!  
(1-4 \$3.75)

Here is something to help make your enjoyment of this show complete!

Our Candy Counter in the lobby has a tempting assortment of sweets to please every taste. Try some today!

Why not make it a regular habit to enjoy some delicious Candy while you watch the show?  
(1-5 \$5.00)




She: So you can't love me any more?

He: Not tonight anyway. I gotta be able to work tomorrow.



"You look depressed, my friend. What are you thinking of?"

"My future."

"What makes it seem so hopeless?"

"My past."



Teacher way down South: Who gave us this beautiful schoolhouse?

Pupil: The Democrats.

Teacher: Who keeps our roads paved?

Pupil: The Democrats.

Teacher: Who makes the trees and flowers grow?

Pupil: God.

Voice from rear: Throw that damned Republican out!



"It's easy to write a play—first act, boy meets girl. Second act, they hold hands. Third act, they kiss."

"That's how I got arrested."

"What do you mean?"

"I wrote a five-act play."



HE felt soft hands over his eyes and a sweet voice saying, "If you don't guess who I am in three guesses, I'm going to kiss you." Immediately he said, "Cleopatra, Marie Antoinette, Joan of Arc."

We Don't suppose you heard the one about the man who was expelled from the Nudist Colony because his tongue was coated and his breath came in short pants.

## IT DOESN'T TAKE SHERLOCK HOLMES TO FIGURE FILMACK PRICES!



**Here's  
How To  
Figure  
Your  
Cost!**

Filmack has no "trick" prices or "hidden" charges. You can budget your trailer costs in advance and know exactly what they are going to be.

- ORIGINAL TRAILER.....13c a word  
\$1.50 per frame, minimum  
Duplicate prints.....11c a word
- CREEPING TRAILERS.....15c a word  
Minimum order, \$4.50  
Duplicate prints.....11c a word

We are always glad to quote prices on Negatives with duplicate prints . . . Talking Trailers . . . or Special Trailers of any kind.



**OUR PRICE  
13c a Word  
With Music  
or Silent**

**\$1.50  
Per Frame  
Minimum**

1327 S. Wabash Ave.  
Chicago (5) Illinois

**FILMACK TRAILERS**

1574 W. Washington  
Los Angeles (7) Calif.





Don't Forget These  
**HOLIDAY TRAILERS**

*Filmack's*  
**AULD LANG SYNE SINGING REEL**

Give your audience a chance to sing and blow off steam on New Year's Eve . . . by running Filmack's "Auld Lang Syne" Singing Reel.

They'll get a kick out of this 140 feet of humorously designed and animated musical entertainment . . . with a great mixed chorus singing that old favorite. Order yours today!

**SINGING REEL \$8.00**

**Another Feature Hit  
Filmack's  
CLOCK TRAILER**

This clock trailer is a Showman's way of ushering in the New Year. Order one now and run it just ahead of the "Auld Lang Syne" singing reel!

CLOCK \$4.75  
TRAILER 1

**Both For  
\$11.75**

In 30 seconds it will be  
12 O'CLOCK . . .  
Just a few more seconds  
and the old year  
will be on his way . . .  
and we can start rous-  
in' Whoopie in honor  
of the Baby New Year!  
It is now 12 O'CLOCK  
HAPPY NEW  
YEAR!

**GREETING TRAILERS**

**HAPPY NEW YEAR!**  
The Management of  
this Theatre, and its  
entire Staff, wish you  
and yours a Happy,  
Prosperous and Joy-  
ous New Year!  
(1-6 \$2.50)

**MERRY CHRIST-  
MAS!**  
The Management of  
this Theatre wishes  
You and Yours a  
Cheerful, Bounteous  
XMAS HOLIDAY!  
(1-7 \$2.50)

**Both  
For  
\$4.00**

**SPECIAL MATINEE NEW  
YEAR'S DAY! . . . Doors  
open at (time). Holiday  
prices will prevail.**

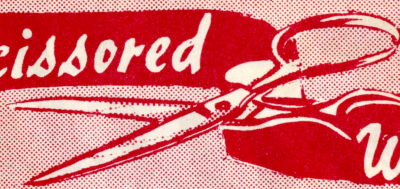
(1-8 \$1.50)

**PLEASE NOTE! . . . We  
will have CONTINUOUS  
SHOWS NEW YEAR'S  
DAY - Thursday, Jan.  
1st.**

(1-9 \$1.50)

**Refer to December's "Inspiration  
for Other HOLIDAY TRAILERS**

**Scissored**



**Wisdom**

The world will always be full of opportunities, because there will always be people in it who will slight their work.



*Always forgive an enemy if you can't lick him.*



Take it easy, fellow. Remember that the whale gets into trouble only when he starts blowing.



*Some of us could take a tip from the acrobat—he turns a flop into a success.*



Two hearts may beat as one, but two mouths can never eat as one .



Women's faults are many; men have only two—Everything they say, and everything they do.



*Blessed are those who have nothing to say, and cannot be persuaded to say it.*



The most conceited man in the world is he who prides himself on his modesty.



There is far more hunger for love and appreciation in this world than there is hunger for bread.



Many of us have to keep our word, because no one will take it.



Every woman likes to be taken with a grain of assault.



It's not the number of persons per square mile that counts, it's the number of square persons per mile.



It's more important to get in the first thought than the last word.



# Trailerettes and HEADERS Are Your Most Economical Selling Combination!



Just think of it! . . . for only 75c you can sell a coming big attraction two or three, or more, weeks in advance! Nowhere else can you find such advertising value!

Don't neglect those big pictures in 1948! Make it a New Year's resolution to announce every one of them — far in advance — with Filmack Trailerettes and Headers!

**75c**  
each  
MUSIC  
or  
SILENT



Big MUSICALS! . . . Riotous COMEDIES!  
.. Warm ROMANCE! . . . Stirring DRAMA! . . .

In the greatest selection of pictures you've ever seen! . . . Are all headed this way . . . on our JANUARY PROGRAM OF HITS!

Here they are! . . .

(Follow with Trailerettes) (1-10 \$3.60)

We get pictures hot from Hollywood — just so you can see them FIRST!

Here's a few of the new releases . . . that are right off the Studios' lots, and will be shown here soon . . .

(Follow with Trailerettes) (1-11 \$3.80)

HERE'S GREAT SHOW NEWS FOR THE COMING YEAR! . . .

We've just signed contracts to show Hollywood's Biggest NEW SCREEN HITS! . . .

It will be the greatest Movie Year in our history — and we promise you THE FINEST MOTION PICTURE ENTERTAINMENT it has ever been our privilege to present!

Here's a partial list of the Outstanding Attractions you'll see here soon.  
(Follow with Trailerettes)

(1-12 \$5.40)

See the BIG SHOWS in our JANUARY HIT PARADE!

From Hollywood's leading Studios we've picked the TOP ATTRACTIONS for your January entertainment!

Don't miss a single one of these Big Hits! . . .  
(Follow with Trailerettes)

(1-13 \$3.60)



## VICTORY

Nineteen hundred years ago a great chariot race was taking place in the Coliseum at Rome. The drivers were lashing their horses furiously, and the speed was terrific.

All at once the four horses of the leading chariot fell, and a tangled mass of wreckage loomed up directly in the path of the man who was in second place. To turn aside would be to lose the race . . . for another chariot, just at his side, had a clear path.

Like a flash he gripped the reins with all his strength and, urging his flying team to greater speed, fairly lifted them over the mass of bodies in his path!

He made the turn, and as he thundered down the home stretch, the Emperor shouted: "Those arms! . . . where did you get those powerful arms?" And the victor shouted back: "From many years of rowing as a Galley slave!"

This was the story of Ben Hur, who for years had slave'd at the rowing benches of a Roman warship. For years he had given his utmost strength, to keep the lash from his back. Yet these same hard, bitter years had strengthened his arms so he was able to lift his horses over the wrecked chariot and win one of the greatest races ever run!

Life his like that. Sooner or later we find that success comes only through struggle. It is the constant work of each day which prepares us for some great opportunity ahead.

Oh! George let's don't park here!  
Oh! George let's don't park!  
Oh! George let's don't!  
Oh! George let's!  
Oh! George!  
Oh!

## Filmack Serves You From The Largest Library Of Trailer Ideas In The World!



### YOUR IDEAS . . .

### OUR IDEAS . . .

### IDEAS FROM ALL OUR CUSTOMERS . . .

- Prevues
- Trailerettes
- Headers
- Teasers
- Service Trailers
- Free Parking
- Refreshments
- Holiday Shows
- Kiddie Shows
- Vaudeville
- Cool Trailers
- Bank Night
- Beauty Contests
- Patriotic Trailers
- Stage Shows
- Silence
- Seat Cutting
- Political
- Cross Plugs
- Benefits
- Anniversary
- Drive-In Theatres

AND  
SCORES OF  
OTHER  
SUBJECTS!



Yes, Mr. Showman . . . that's one of the reasons we are able to "tailor" our trailers to fit your needs exactly — no matter what they may be. Our enormous library of ideas has been compiled here at Filmack for over 28 years . . . from our ever-increasing stream of trailer orders, covering every conceivable phase of showbusiness!

Every time we develop an idea we file the Background, Copy and Artwork in our Library. This makes it possible for us to duplicate your idea quickly, and to give you that speedy Filmack service on your rush orders.

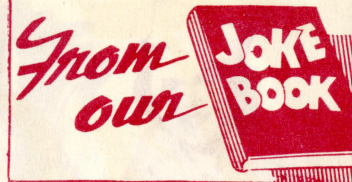
If we don't have the copy and artwork in stock, you can always depend on our experienced staff of Copy Writers and Artists to do a swell, fast job of getting your idea into Trailer Form.

Whether your trailer is made up from cards in our Library or is written by our Copy Department, we guarantee your complete satisfaction . . . because we're satisfying hundreds of particular theatremen every day!

BUT . . . don't take our word for it! SEND IN YOUR ORDER TODAY. You'll get the finished product BACK IN A HURRY . . . and it will be a trailer you'll be PROUD TO SHOW ON YOUR SCREEN!

### Send Us Your Next Trailer Order!

**FILMACK**  
1327 S. Wabash  
Chicago



A nurse went to the doctor and reported the patient under her care didn't think he was getting enough attention.

Doctor: "Well, give him what he wants."

Nurse: "Sir, I'll resign first."



The wind was blowing violently on a street corner, and a young lady's dress was wafted up around her neck. When a nearby sailor began to laugh, she said irately, "I see you are no gentleman." "No, and I see you aren't either," was the smug reply.



Someone told us about the old fashioned man who worked in a garment factory and made many a dress out of woven cloth. He now has a son who makes swell skirts with colorful yarns.



The trouble with being the best man at a wedding is that you don't get a chance to prove it.



Young man: I want to buy a diamond ring.

Salesman: Yes, sir. How about one of our combination sets? Three pieces—engagement, wedding, and teething.

She: Remember the night we went swimming alone in the river? Well, I've just came from the doctor.

He: Oh, my Gawd!

She: Yeah! And if you hadn't been so noble and made me dress in the bushes I wouldn't have got poison ivy.





### Paging

Patrons expecting Telephone Calls  
... please leave Name and Seat  
Location with the Usher or Attendant.

(1-23 \$1.80)

Doctors, Nurses and Professional  
Persons!

If you expect a call ... ask the  
cashier for a Call Slip and give  
same to usher upon being seated.  
We can reach you much faster,  
and with a minimum of incon-  
venience, if you  
use the Call  
Slips.

(1-24 \$5.00)



## Use These Trailers to remind patrons of your **SERVICES!**

**Advertise your  
theatre's conven-  
iences which  
help build steady  
patronage!**

### Checking

Avail yourself of our  
**FREE PARCEL CHECKING**  
SERVICE when attending the  
theatre.

—The Management

(1-14 \$1.70)



### Hearing Aids

**EARPHONES** for the  
hard-of-hearing may be  
obtained from the ushers.  
There is no extra charge for  
this service.

(1-15 \$2.30)



### Losses

To Our Patrons: — For the protection of  
your property ...  
Please do not place your purse on the  
empty seat next to you! ...  
We cannot be responsible for any **LOST**  
**ARTICLES**. Your cooperation will be  
appreciated.

—The Management

(1-16 \$4.30)



### Programs

Do you receive a copy of our pro-  
grams? If not, leave your name and  
address at the Box Office ... and  
one will be mailed di-  
rect to you.

(1-17 \$3.20)



### Suggestions

We will be glad to receive your  
suggestions toward any improve-  
ment in our Service. Feel free to  
make criticisms or suggestions ...  
because this is Your Theatre!

(1-18 \$3.00)

### Lost & Found

As a Service to our Patrons ... we main-  
tain a **FRIENDLY** Lost and Found De-  
partment ...

Either inquire for lost articles from an  
employee ... or telephone the Theatre.

(1-19 \$3.00)

### Benefits

Reliable Organizations can arrange  
Benefit Ticket Sales with this Theatre ...  
to make much needed money to carry  
on their activities—

Contact the Management of this Theatre  
for details.

(1-20 \$3.20)



### Telephone

For the convenience of those  
who wish to make telephone  
calls ... we have installed a  
local and long distance  
phone in our lounge.

(1-21 \$2.70)



### Parking

For the convenience  
of our Patrons ... we  
have **FREE PARK-  
ING FACILITIES** ...  
(Give location).

(1-22 \$1.50)



1327 S. Wabash Ave.  
Chicago (5) Illinois

**FILMACK TRAILERS**

1574 W. Washington  
Los Angeles (7) Calif.



## CHEERFUL CHIRPS



"I shall never marry until I find a girl who is my direct opposite."

"Well, there are a number of intelligent girls in this neighborhood."



She: Do you think I go out with every Tom, Dick and Harry?

He: No, I suppose some of them go out with other girls.



He—Hmm, so I'm the first man whose petting made you sit up and open your eyes?

She—Absolutely! All the others have the opposite effect.



Louse: The kind of a fellow who would marry Ann Sheridan for her money.



Scotchman—I'm looking for a girl who can act as cook, maid and laundress and doesn't eat too much.

Employment Agent—We have just the girl you describe. What kind of proposition are you willing to make her?

Scotchman—Marriage.



The nerve of some people who sit in front of you! How do they expect you to see the Picture?

## Try These Good Will GAGS FOR 1948

Give your theatre's "personality" a boost with these inexpensive trailer ideas!



### FIRST BABY "BORN"

Who will be the first baby born in our town in 1948???

We will give a FREE 3 MONTH PASS to this Theatre, to the lucky parents of 1948's FIRST BABY!

So . . . all you prospective Mothers & Fathers . . . Remember the Day and Hour that Mr. Stork delivers your Baby. You may be the lucky Mr. and Mrs.

(1-25 \$6.50)

### 48th ANNIVERSARY

All Couples celebrating their WEDDING ANNIVERSARY ON NEW YEAR'S DAY are invited to see our New Year's Day Show FREE as our guests!

(1-26 \$2.60)



IS JANUARY 1st YOUR BIRTHDAY??

All persons celebrating their Birthday on January 1st will be admitted FREE to this Theatre!

Any card or verification of your January 1st Birthday will admit you Free!

(1-27 \$3.80)

### "THANK YOU" TRAILERS

"Thanks a Million" for your patronage during the past year. May the coming year be bigger, better and happier for every one of you.

—The Management

(1-28 \$3.00)

It has been our privilege during the past year to bring you the finest in Motion Picture Entertainment . . .

We thank you for your loyal patronage . . . and promise to bring you many more enjoyable hours during the coming year—

—The Management

(1-29 \$4.60)

## Every THEATRE Needs A Clever HATS OFF TRAILER



It's a service to your patrons when you make the ladies take 'em off . . . their hats, we mean! You can do it politely with this trailer.

To the lady in the audience wearing the Beautiful Hat!

The gentleman behind you is finding it difficult to see the show. He is too bashful to ask you to remove your hat . . . so do you mind if we ask you?

We want you both to enjoy the performance.

Thank you . . . The Management

(1-30 \$6.00)



# Don't Let This Dope SMOKE You Out Of Business!



NO SMOKING PLEASE... inside the auditorium. You may smoke in the Lounge Rooms if you wish. Thank You!

(1-31 \$2.10)

Help us observe the City Fire Laws... DO NOT SMOKE WHILE IN THE THEATRE. Thank You!

—The Management

(1-32 \$2.10)

SMOKING in public places is DANGEROUS! For the protection of yourself and those around you... we ask you to WAIT UNTIL YOU ARE OUTSIDE OF THE THEATRE BEFORE LIGHTING YOUR CIGARETTE.

(1-33 \$3.70)

NO SMOKING PLEASE, except in the Rest Rooms... Fire rules and regulations make it necessary this be enforced. Please cooperate with us in making this Theatre SAFER and MORE PLEASANT for your enjoyment.

(1-34 \$3.80)

**Extinguish  
Him With  
One of  
These  
Trailers!**

**FILMACK**

1327 S. Wabash Ave.  
Chicago (5) Illinois

1574 W. Washington  
Los Angeles (7) Calif.

**FILMACK  
TRAILERS  
FOR  
RESULTS**



# MACK - AROONS



By IRVING MACK

Men judge girls the same way they do race horses. They just pick 'em according to form.



A philosopher is one who can look at an empty glass and smile.



Love-making hasn't changed in two thousand years. Greek maidens used to sit and listen to a lyre all evening, too.



It is a known fact that a man with a Harvard diploma and ten cents can get a cup of coffee anywhere.



If there is anything more humiliating to a girl than blushing when she shouldn't, it's not blushing when she should.



Love—it brings heaven down to earth and raises hell.



THERE IS SOME CONSOLATION in the fact that even though your dreams don't come true, neither do your nightmares.



A pretty woman can open a safe quicker with a kiss than a burglar can with dynamite.



The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher.

## TIP TO AD WRITERS

Once upon a time a young man attempted to write an advertisement to describe a new kind of soap. Here is what he produced:

"The alkaline element and vegetable fats on this product are blended in such a way as to secure the highest quality of saponification, along with a specific gravity that keeps it on top of the water, relieving the bather of the trouble and annoyance of fishing around for it at the bottom of the tub during his ablutions."

A more experienced writer later said the same thing in two words: "It floats."





Funny! A woman will wear an evening gown, and not care to dance; a golf outfit when she doesn't know how to play; a swimming suit when the very sight of water makes her seasick. But when she dons a wedding dress, she means business.



When two persons are thinking of the same thing you call it mental telepathy, unless they happen to be of the opposite sex, and then it's just plain embarrassment.



He—I'll be frank with you. You're not the first girl I ever kissed.

She—And I'll be frank with you. You've got a lot to learn.



Advertisement. You get the girl, we'll do the rest.

Youthful Groom: That's hardly fair.

A teacher corrected school papers and here are some of the answers:  
Wife—the bitter half.

A myth is a female moth.

Husband—a domestic wolf.

A brunette is a young bear.

A blizzard is the inside of a fowl.

Engagement—a lull before the storm.

Edison was the inventor of the indecent light.

A pantry is a place where one keeps underwear.

Immortality is running away with another man's wife.

In the west, the farming is mostly done by irritating the land.

## Infantile Paralysis Victims NEED YOUR HELP!

### Cooperate In The MARCH of DIMES Jan. 15-31

These Trailers Are for  
Theatres Which Will  
NOT Have Audience  
Collections!

To Our Patrons: This Theatre will  
not have an Audience Collection for  
the MARCH OF DIMES.

We suggest that you place your contributions in the Collection Box in the lobby.

50% of all contributions will go to  
the National Foundation for Infantile  
Paralysis . . . and the remaining  
50% will be used locally.

Help fight Infantile Paralysis . . .  
JOIN THE MARCH OF DIMES!

(1-35 \$6.60)

JOIN THE MARCH OF DIMES — Jan-  
uary 15-31 . . . and help fight INFAN-  
TILE PARALYSIS!

Thousands of dollars are needed this  
year to cure hundreds of Afflicted  
Children!

Here's how you can help make their  
wishes come true . . .

Contribute whatever you can in THE  
MARCH OF DIMES WISHING WELL  
in the lobby of this theatre.

(1-36 \$6.00)



## Choice Bits

"If my husband doesn't take back what he said last night, I'm going to leave home."

"What did he say?"

"He told me to get out."



Father—The young man who marries my daughter will get a prize!

Suitor — May I see it, please?



"Does your sister, the typist, use the Touch System?"

"Well, she certainly didn't buy that fur coat out of her wages."



Conceited Cuss—One kiss from me, baby, and you'll be staggering.

Blonde—Yes, your kisses would drive any girl to drink.



"Wanna buy an engagement ring?"

"Wassa matter, yer girl throw ya down?"

"Naw, we got married."

### IT'S WONDERFUL!

This thing we call Personality includes your appearance, your manners, your voice, your conversation — everything about you that impresses you on others as an *individual*, different from every other person in the world.

You do not have to be handsome to have a pleasing personality. You do not need to be wonderfully clever. But you must be careful, courteous, clean, well informed.

You must be ready always to be at your best, and to give other people your best. Personality has paved the way for fortunes.

1327 S. Wabash Ave.  
Chicago (5) Illinois

Filmack

1574 W. Washington  
Los Angeles (7) Calif.





"You say you want a job in this office? Well, what can you do?"

"Nothing."

"I'm sorry, but you should have applied sooner. All those high-salaried jobs were taken long ago."



Two sweet young things were discussing affairs of the heart. "So you've accepted Ralph?" said one avidly. "I suppose he didn't happen to mention that he had previously proposed to me?"

"Well, not exactly," replied the other blandly, "but he did confess that he'd done a lot of silly things before he met me."



Sign—wanted—Man to wash dishes and two waitresses.



Nothing had been spoken after ten miles of riding. Suddenly he turned to her and said, "I am a man of few words. Do you neck or don't you?"

"I'm a girl of few words," she replied. "I don't but you've talked me into it."

### DAFFYNITIONS

**Adolescence** — The age when a girl's voice changes from no to yes.

**Fur Coat** — Something given to a woman to keep her warm or quiet.

**Conscience**: The voice that tells you not to do something after you have done it.

**BOOTS**: What a man wants to die in so he won't stub his toes when he kicks the bucket.

**LOVE**: The only game that isn't postponed because of darkness.

**STORK**: A bird charged with many things which should be blamed on a lark.

It isn't what a girl knows that bothers us, but how she learned it.



Husband (on finding wife in arms of an usher of a nearby movie house): How long has this been going on?

Absent-Minded Usher: Just ten minutes. Plenty of seats in front.



In the parlor there were three—

She, the parlor lamp and he.

Two is company, no doubt—

And so the little lamp went out!



Frank Morgan: "Yes, she was a wonderful girl. On sunny days she went out on the plains to watch her cows. And on windy days I went along to watch her calves."



A stenographer quit her job last week on account of infidelity. She caught her boss kissing his wife.

**Don't Be Embarrassed By  
INCREASED PRICES  
When You Play.....**

# FOREVER AMBER

Prepare your patrons in advance for the increase . . and retain their good will! Cover every angle of your "AMBER" policy with Trailers — and reap a Box Office harvest!

To Our Patrons: — By special arrangement we have booked "FOREVER AMBER" for an early showing at this Theatre . .

Our CONTRACT with the Producer specifies that admission prices of . . (\$1.20) at Night and (74c) at the Matinees . . must be charged:

It is only on this basis that we are able to bring this Six Million Dollar Production for your entertainment during the current season . . .

We are sure all of you will find it worth much more than the increase we are forced to make. Thank You . .

—The Management

(1-37/\$10.00)

**Make Up Your Trailer, or Complete  
It, By Using Any of These Paragraphs  
at 13c a Word. Please order by number**

- I-51 By Special Arrangement with the Producers . . "FOREVER AMBER" will be presented at this Theatre on a Road Show Basis . . .
- I-52 It will NOT be shown on any other basis during the year.
- I-53 In order to permit our Patrons the opportunity to see this Six Million Dollar Production during its Twelve Month Road Show Engagement . . .
- I-54 The following Admission Prices . . set by the Producers of "Forever Amber" . . will prevail: (list prices).
- I-55 THIS PICTURE comes to us at Road Show Prices . . but it will be shown here at prices SLIGHTLY UNDER those charged elsewhere . .
- I-56 The special advanced admission prices, set by the Producers of "FOREVER AMBER," are: (list prices).
- I-57 During the showing of "FOREVER AMBER" there will be MATINEE PERFORMANCES EVERY DAY . . starting at (2 P.M.).
- I-58 Doors open Daily at (11:15 A.M.) . . "FOREVER AMBER" starts at (11:30 A.M.—2 P.M.—4:30 P.M.—6:30 P.M.—9:30 P.M.)



**Use The Above Copy Or Send  
US Your Own At 13c A Word.  
\$1.50 Per Card Minimum.**



## THERE'S NOTHING NEW!

If you think a theatre manager's problems have changed much in the past 50 years, just take a gander at this list of "don'ts" for patrons, which appeared in a Hartford, Conn. theatre program dated 1898 . . .

"Don't wear a big hat.

"Don't chew gum during the performance.

"Don't under any circumstances shout 'Fire!'

"Don't try to exchange conversation with friends six rows back.

"Don't come to this theatre after you have dined not wisely but too well.

"Don't loiter in the lobby to stare at women coming out of the theatre.

"Don't squeeze your girl's hand all during the show.

"Don't blame the usher if your seat is behind a post; he didn't build the theatre."

Yep . . it sounds pretty much like 1948. But one thing was different . . this same program carried an ad for a local restaurant, offering an excellent dinner, from soup to nuts, for 25c!



Her drinks aren't much—but I love to watch her mix 'em!

## Round Up Some Extra Dollars With A Big

# DOUBLE WESTERN SHOW



### USE THIS TRAILER IDEA

#### WHO IS KING OF THE COWBOYS?

WHO is the screen's most popular WESTERN STAR?

We're going to let you decide for yourself at our . . .

#### Exciting BATTLE OF THE WESTERN STARS

(Days & Dates) featuring . . .

(Roy Rogers & Eddie Dean)

(Wild Bill Elliot & Bob Steele)

(Charles Starrett & Johnny Mack Brown)

(. . . or whatever combination you've booked)

. . in TWO BIG ACTION-PACKED WESTERN THRILLERS!

SEE THEM in these 2 thrill-a-minute OUT-DOOR HITS and see for yourself who is KING OF THE COWBOYS!

(Follow with Trailerettes or regular trailers)

1-38 13c a word

A-C-T-I-O-N! THRILLS! Real BANG-UP ENTERTAINMENT is headed this way!

We promise every KID from 6 to 96 an evening of double-barreled Adventure! — at our . . .

ALL WESTERN THRILL SHOW! 2 Big Days (Days & Dates)

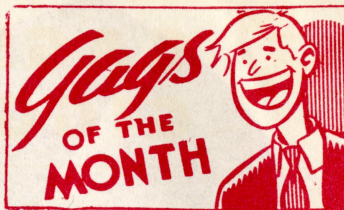
See these TWO GREAT WESTERN HITS Together on the same program . . .

(Follow with Trailerettes or regular trailers)

1-39 13c a word



Book Your Western Show Now



Hal: So you think Dora's face is her fortune?

Cal: I'm sure of it. It runs into a nice little figure.



Boss: "You should have been here at nine o'clock!"

Worker: "Why? What happened?"



She: "Hey, are you musically inclined?"

He: "No, why?"

She: "Then stop fiddling with my garter."



"If you were my husband, I'd give you poison."

"If you were my wife I'd take it."



Sister: "He's so romantic. Every time he speaks to me he starts, 'Fair Lady'."

Brother: "Romantic, my eye! He used to be a street-car conductor."



A bachelor is a man who never got around to marrying in his youth and has got around it ever since.



Man: There's a fellow who's going places.

Friend: Ambitious?

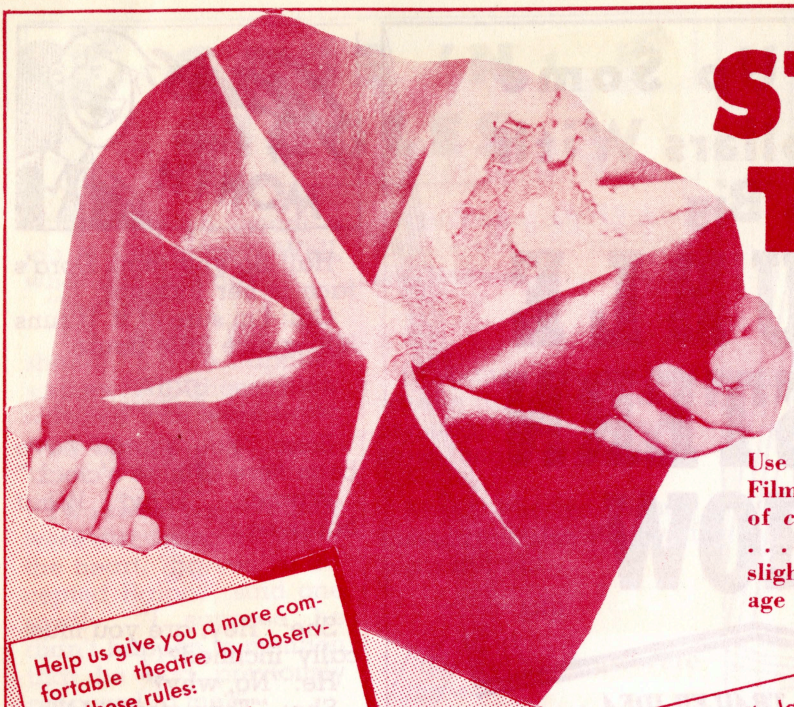
Man: No, his wife is out of town.

The city gal decided to spend her vacation in the mountains, so she registered into a broken down hotel. After a few minutes alone in her room, she telephoned frantically to the room clerk: "Help! There's a rat in my room."

His nonchalant reply was: "Well, have him come down and register."



# STOP THIS!



Use one of these inexpensive Filmack Trailers to stop a lot of costly SEAT CUTTING! . . . The price of a trailer is slight compared to the damage it will prevent!

Help us give you a more comfortable theatre by observing these rules:

## DON'T CUT SEATS!

Don't mar the furniture or walls . . .

Don't put your feet on the seat in front of you . . .

Thank You!

(1-40 \$3.90)

ATTENTION PLEASE! . . . We will gladly give \$25 Reward to anyone who reports and causes the apprehension of persons cutting or damaging seats and property in the theatre.

(1-41 \$3.10)

WE MEAN BUSINESS! — We are not fooling when we say that any person found maliciously cutting seats or defacing the property of this building, or otherwise indulging in vandalism . . . will be haled into court immediately!

(1-42 \$4.00)

Your comfort, while in this theatre, is at stake when malicious persons CUT SEATS AND DESTROY PROPERTY . . .

Your cooperation in apprehending these persons will be greatly appreciated.

(1-43 \$3.10)

# SILENCE

those gabby patrons with these Trailers

Folks who whisper, talk or make noises in a theatre seldom realize that they are annoying others — but they ARE!

Give your neighbors a break, won't you? Please be as QUIET AS POSSIBLE!

(1-44 \$3.80)

QUIET PLEASE! In consideration to those around you . . . DO NOT TALK DURING THE SHOW!

Report any disturbances to the Doorman.

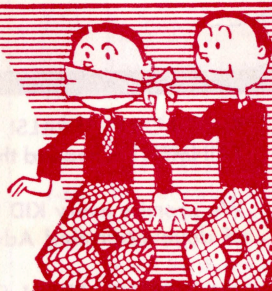
Thank You!

(1-45 \$2.60)

PLEASE MOTHERS! . . . Everybody loves a baby . . . but if the baby frets he will disturb everyone near you . . . so please TAKE HIM TO THE REST ROOM UNTIL HE IS QUIET AGAIN!

Thank You,  
The Management

(1-46 \$3.90)



## A BIT OF Verse!

### You Tell What You Are

You tell on yourself by the friends you seek,  
By the very manner in which you speak;  
By the way you employ your leisure time,  
By the use you make of dollar and dime.

You tell what you are by the things you wear,  
By the spirit in which your burdens you bear;  
By the kind of things at which you laugh,  
By the records you play on the phonograph.

You tell what you are by the way you walk,  
By the things of which you delight to talk;  
By the manner in which you bear defeat,  
By so simple a thing as how you eat.

By the books you choose from the well-filled shelf—  
In these ways, and more, you tell on yourself.  
So there's really no particle of sense  
In an effort to keep up false pretense.

### Mammy!

"I'm so sorry for old Adam,  
Just as sorry as can be;  
For he never had no mammy  
For to hold him on her knee.  
I've always had a feelin'  
He'd a let that apple be,  
If he'd only had a mammy  
For to hold him on her knee."

They wandered alone in the graveyard,  
They sighted a mossy old slab—  
But later, while dancing,  
he saw on her back:  
ynne] fo ybod ehT "

"baNcM



We feel that Churches filled to  
overflowing mean a better  
community in which to live.  
We're proud of our Community  
... it's People and its Churches  
... GO TO CHURCH SOME-  
WHERE EVERY SUNDAY!  
(1.47 \$3.70)

A man's character is based on the teachings of his childhood.

childhood.  
For a fine start . . . send  
your child to Sunday  
School at one of the many  
fine Churches in this Com-  
munity. (1-49 \$3.60)

The CHURCHES of our City cordially invite everyone to attend the many and varied services.

May we suggest that you and  
your family attend CHURCH  
somewhere next Sunday.  
(1-50 \$3.20)

God never fails to bestow  
blessings on those who  
worship him . .

Attend the Church of your Faith next Sunday, and say a prayer.

By attending Church regularly you will reap a rich reward of Spiritual Comfort and Satisfaction.

(1-48 \$4.30)



- No matter what the subject . . . no matter how large the order, or how small . . . Filmack follows your instructions to the letter, and quickly makes a trailer that fits your needs exactly. Try us for your next Special Trailer!

**FILMACK TRAILER CO.  
1327 S. WABASH AVE.  
CHICAGO, (5) ILL.**

**MINIMUM  
ORDER  
\$1.50**

**Please send me the following Trailers:**

[illegible]

**Manager** \_\_\_\_\_

## Theatre

City \_\_\_\_\_

State \_\_\_\_\_

To assure us the maximum amount of time in which to prepare your trailer, fill in the date you will start showing your trailer here —



Save C. O. D. Charges  
by enclosing check with order.



You Will  
Appreciate Most  
That For Which  
You Work The  
Hardest.

RETURN POSTAGE GUARANTEED

*Filmack Trailers Co*

1327 SOUTH WABASH AVE.,  
CHICAGO 5, ILLINOIS



Woodford Theatre, Eureka,  
Ill.





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